

Claims

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1. A business support system comprising:
service request production means for producing
5 service information request data in a predetermined form
for an external processing system in response to a request
from a terminal apparatus;

data form conversion means for converting the form of
the service information request data produced by the
10 service request production means into a form that can be
processed by the external processing system and also for
converting service information provided from the external
processing system in response to said service information
request data into said predetermined form; and

15 service information providing means for providing the
service information converted into the predetermined form
by the data form conversion means to the terminal
apparatus originating the request for service information.

20 2. The business support system as claimed in claim 1,
wherein:

sales campaign monitoring means for monitoring the
effectiveness of a sales campaign based on the service
information provided to customers; and

25 service information determining means for deciding
which type of service information should be provided to
customers depending on the effectiveness of the monitored
sales campaign.

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30 3. The business support system as claimed in claim 2,
further comprising service channel determining means for
determining a providing means for providing service
information to the customer depending on the success rate

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of the monitored sales campaign.

101 4. The business support system as claimed in claim 3,
5 one providing means for providing service information
determined by the service channel determining means is
overloaded.

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A4

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P2

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